News Release

|  |  |
| --- | --- |
|  | MEDIA COMMUNICATIONS  For further information contact:  Xxxxxx Xxxxx, (XXX)-XXX-XXXX  [xxxxxxx@xxxxx.xxx](mailto:xxxxxxx@xxxxx.xxx) |

***Fill-in-the-Blank News Release Advertising Release of NAR Community & Transportation Preferences Survey***

*The following “fill-in-the-blank” news release is designed to help you gain local publicity highlighting NAR’s latest “Community and Transportation Preference Survey”*

*Place it on your company and/or local board/association letterhead with the blanks filled in as indicated.*

* *Include a contact name and phone number at the top of the release.*
* *Send the release to the appropriate editor/reporter at the outlet.*
* *Edit the quote from your spokesperson however you see fit*

**Millennials Driving Desire for Bigger Homes, Outdoor Space in [Local Area], Nationally**

*Realtor® survey also shows public demand for walkable communities persists despite pandemic*

[CITY, STATE] [(Date)] – Research produced by the [State/Local Area] Association of Realtors®, alongside the National Association of Realtors®, is illustrating how the COVID-19 pandemic has shifted migration trends and residential preferences of people across America.

In “[region], like across the country, we’ve seen changes happen as a result of COVID-19 that will change and shape our society for decades to come,” said [State/Local Realtor® Association President/Spokesperson.] “In the aftermath of this pandemic, the availability of data like this will give valuable insight to [State/local Region] Realtors® and will help local lawmakers make decisions about policies and smart growth changes that can help our region account for these shifts.”

Although generally done every two years, Realtors® conducted a pair of Community and Transportation Preference Surveys in 2020 to accurately register the impacts of the coronavirus. The latest iteration shows younger Americans – particularly those with children – have been most affected, although those who live in walkable communities register a higher quality of life than those who live in less walkable areas.

According to the Realtors®’ study, Americans under 40 are mostly likely to say their overall quality of life has been negatively impacted by the pandemic, while noting a reduced need to reside near highways, public transit or their place of work.

In any event, although COVID has dramatically changed people’s lives, this study shows that a substantial demand for walkability persists for Americans of all ages.

Among other noteworthy finding of the July survey:

* Respondents who strongly agree that there are “lots of places to walk nearby” show 8% increase in quality of life.
* Families with children in school show an increased desire for detached homes and larger yards.
  + In February, a majority of Americans preferred a smaller yard in a walkable community.
* The importance of nearby public transit dropped 8% and easy access to a highway dropped 5% from pre-pandemic levels.
* Americans older than 55 and those with higher incomes show an increased interest in walkability.

The biannual NAR Community & Transportation Preferences Survey polls residents in the 50 largest metropolitan areas of the United States. The first 2020 survey was conducted in February, immediately before the impacts of COVID-19, and again at the end of July.

[State/Local Realtor® Association Boilerplate here]

# # #